

**UNIVERSITY**

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**Redevelopment Area Plan  
September 1950**

**PHILADELPHIA CITY PLANNING COMMISSION**



CITY OF PHILADELPHIA



# CITY PLANNING COMMISSION

18th FLOOR, MARKET STREET NATIONAL BANK BUILDING

JUNIPER AND MARKET STREETS, PHILADELPHIA 7

Fine Arts

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LOCUST 4-0744

MUNICIPAL 6-9700

September 26, 1950

FINE ARTS

NA

Mr. Earle N. Barber, Chairman  
Philadelphia Redevelopment Authority  
Board of Education Building  
21st and Parkway,  
Philadelphia 3, Pennsylvania

Dear Mr. Barber:

Transmitted herewith is a Redevelopment Area Plan for the University Redevelopment Area as prepared by the City Planning Commission in accordance with the provisions of the Urban Redevelopment Law of May 24, 1945, P. L. 991. The area is bounded by 42nd Street, Market Street, Schuylkill Avenue, South Street, Spruce Street, and Woodland Avenue.

The University Area was certified on January 9, 1948 as Redevelopment Area No. 4 (University). The University Area includes the University of Pennsylvania and the Drexel Institute of Technology, and has been selected as a logical unit for planning purposes.

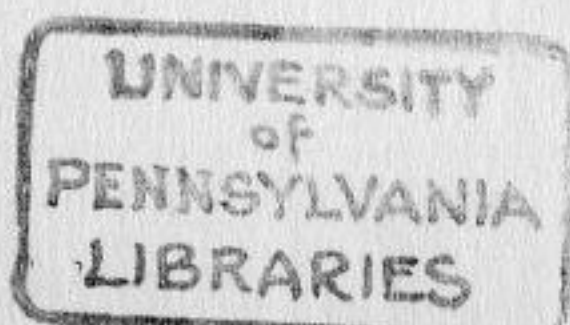
Sincerely yours,

Edward Hopkinson, Jr.  
Chairman

~~A 711.0974~~

~~P 534.14~~

~~v. 2, Sep. 3~~





PHILADELPHIA CITY PLANNING COMMISSION  
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Under the direction of Paul F. Croley, formerly Chief of the Division of Land Planning, this report was prepared by Sidney B. Barnes, Senior Site Planner. Assisting in the preparation were Leo Wengert, Senior Architectural Draftsman, Land Planning Division; E. Henry Klaber, Consultant; and other members of the staff.



## FOREWORD



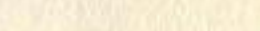

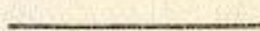
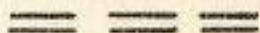
The redevelopment of the University Area will provide an appropriate setting for two of Philadelphia's leading educational institutions — Drexel Institute of Technology and the University of Pennsylvania. It will tend to integrate the schools with the requisite residential and commercial facilities surrounding them and will make the Area a better place in which to study, work, and live.





EXPRESSWAYS, MAJOR HIGHWAYS  
INDUSTRIAL LAND USE, RECREATION  
**IN THE PHILADELPHIA PLAN**  
REVISED AND APPROVED APRIL 1948

MARKET ST.  
ON 26 S.  
SPRUCE ST.  
SOUTH ST.  
WOODLAND AVE.  
SCHUYLKILL RIVER

- INDUSTRIAL DISTRICTS 
- RECREATION AREAS 
- EXPRESSWAYS  
EXISTING 
- PROPOSED 
- PARKWAYS  
EXISTING 
- PROPOSED 

PHILADELPHIA AND VICINITY  
PHILADELPHIA CITY PLANNING COMMISSION

0 1/2 1 2 3  
SCALE IN MILES  
REVISED MARCH 1956

**UNIVERSITY AREA**



## I. BOUNDARIES AND EXISTING LAND USES

The University Redevelopment Area is bounded by the center lines of 42nd Street, Market Street, Schuylkill Avenue, South Street, Spruce Street, and Woodland Avenue. According to the 1940 Census, <sup>1/</sup> the Area contained 1,597 structures, 4,288 dwelling units, and 10,450 persons. A recent survey <sup>2/</sup> indicated an increase in the number of dwelling units and persons residing in the Area. In 1948, there were approximately 5,850 dwelling units and 14,850 persons. One-seventh of the population was non-white.

As the name assigned to the Area implies, the existing land uses are influenced chiefly by the University of Pennsylvania and Drexel Institute of Technology. This portion of the City is used principally for school purposes with the necessary related facilities for housing and campus and athletic activities.

The residential accommodations vary from small two-story, single-family homes to large apartment houses and hotels. The number of owner-occupied dwelling units is very small, whereas the multiple family use of remodeled structures is great.

Commercial use, though spread throughout the Area, is concentrated mainly on Market Street and Woodland Avenue. There is also a scattering of light industrial establishments among the other uses. Along the Schuylkill River, and extending immediately to the west, is a large industrial section with numerous railroad sidings.

There are three public schools in the University Area. The Newton School, at 38th Street and Baltimore Avenue, is a standard elementary school. The Catto School at 42nd and Ludlow Streets and the Revere School at 36th and Chestnut Streets are special schools. Aside from the schoolyards, there are no playgrounds or parks in the entire Area.

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<sup>1/</sup> Sixteenth Census of the United States, 1940.

<sup>2/</sup> Philadelphia Housing Quality Survey of 1948.



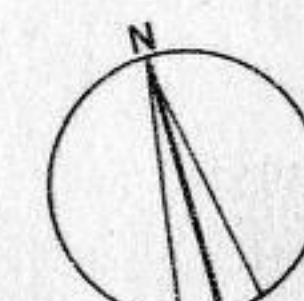




# UNIVERSITY AREA

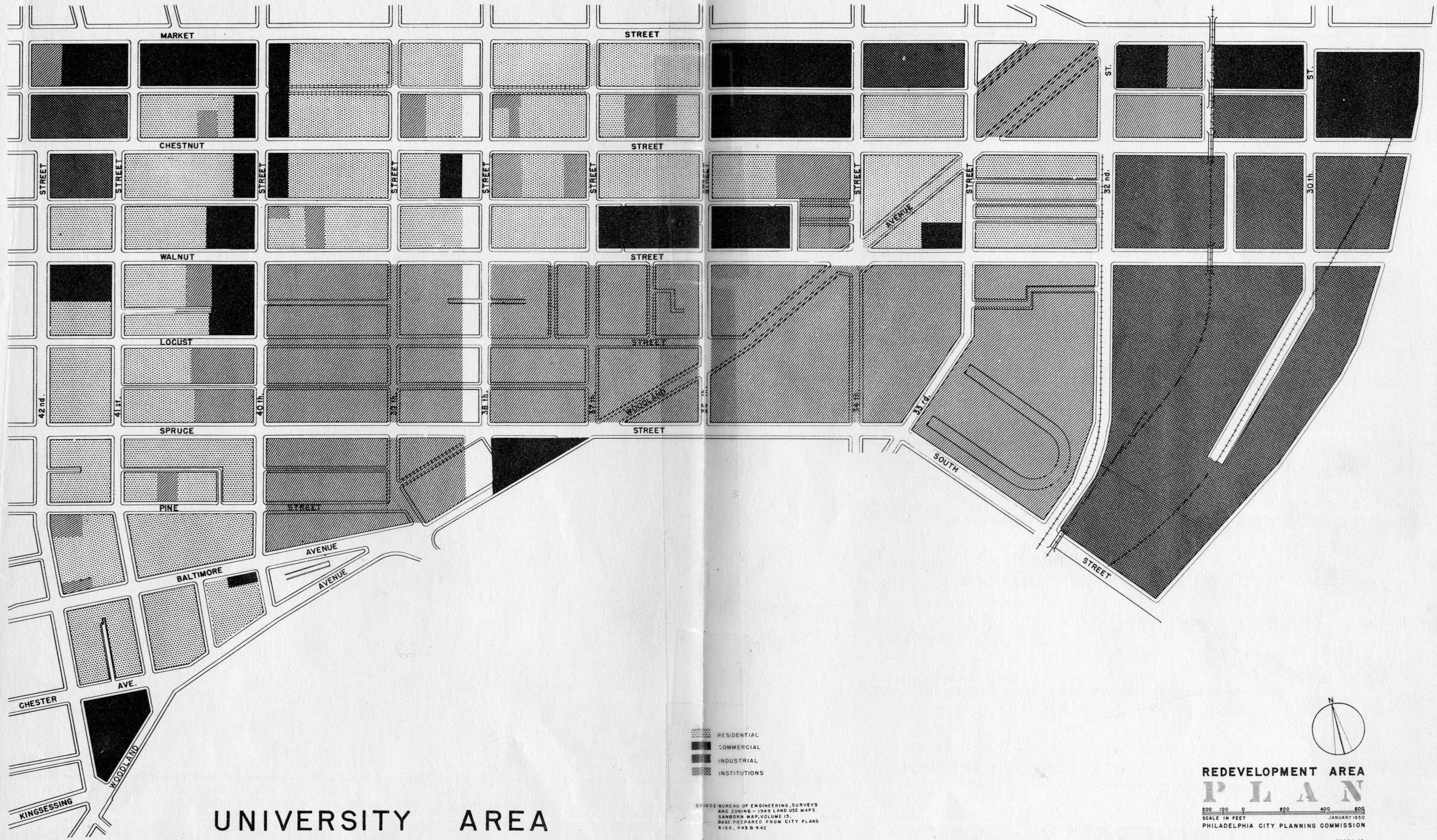
- REDEVELOPMENT AREA BOUNDARY
- SINGLE FAMILY DWELLING
- MULTIPLE FAMILY DWELLING
- COMMERCIAL
- COMMERCIAL AND RESIDENTIAL
- INDUSTRIAL
- RAILROAD PROPERTY
- INSTITUTIONS
- VACANT LAND

SOURCE: BUREAU OF ENGINEERING, SURVEYS AND ZONING - 1948 LAND USE MAPS, SANBORN MAP, VOLUME 15, BASE PREPARED FROM CITY PLANS #166, #43, #42.



**REDEVELOPMENT AREA PLAN**  
 0 100 200 300 400 500  
 SCALE IN FEET  
 JANUARY, 1950  
 PHILADELPHIA CITY PLANNING COMMISSION

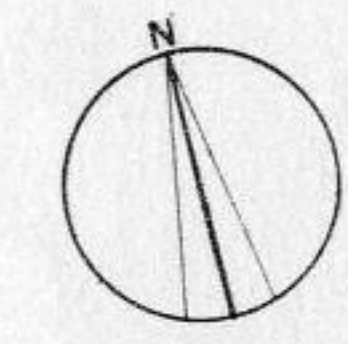




# UNIVERSITY AREA

-  RESIDENTIAL
-  COMMERCIAL
-  INDUSTRIAL
-  INSTITUTIONS

SOURCE BUREAU OF ENGINEERING SURVEYS  
AND ZONING - 1949 LAND USE MAPS  
SANBORN MAP, VOLUME 15.  
BASE PREPARED FROM CITY PLANS  
#155, #43 D #42



## REDEVELOPMENT AREA

# P L A N

200 100 0 200 400 600  
SCALE IN FEET  
JANUARY 1950  
PHILADELPHIA CITY PLANNING COMMISSION



## II. PROPOSED LAND USES FOLLOWING REDEVELOPMENT

The disposition of proposed land uses in the University Area is largely influenced by the following factors:

1. Projects under construction:
  - a. The removal of the elevated structure on Market Street and its replacement by a subway system
  - b. The removal of the streetcar lines on Woodland Avenue and their replacement by a subway-surface tunnel, with portal at 36th and Ludlow Streets, and surface lines on 36th Street to Woodland Avenue
2. Projects proposed by agencies in the Area and partially under way:
  - a. Expansion of University of Pennsylvania campus westward to 40th Street between Walnut and Spruce Streets
  - b. Expansion of Drexel Institute of Technology campus
3. Projects covered by previous agreement:
  - a. Construction of improved 32nd Street from Market Street to South Street, partially over the Pennsylvania Railroad
4. Major projects proposed by Planning Commission:
  - a. Closing of Woodland Avenue from 38th Street to Market Street after physically opening 32nd Street from Walnut to Chestnut Streets
  - b. Development of 38th Street as a boulevard, from Woodland Avenue to Market Street
  - c. Extension of subway-surface tunnel from 36th and Ludlow Streets to 40th Street and Woodland Avenue
  - d. Closing of 34th Street from Walnut to Spruce Streets after the 32nd Street improvement and Schuylkill Expressway are completed



Completion of these projects will greatly change the character and environmental conditions of much of the Area, opening the way for extensive revisions in land use.

The vast and costly extension of the University campus should be accompanied by the removal of blight from the adjacent areas and the redevelopment of these areas in a manner befitting the institution they border.

Drexel Institute has purchased some land in the triangle bounded by Chestnut Street, 32nd Street, and Woodland Avenue. With the possibility of the early closing of Woodland Avenue at this point, it is recommended that the campus expansion be extended to 33rd Street and Market Street, including the bed of Woodland Avenue but excluding the triangle north of Ludlow Street occupied by the subway-surface station.

This area, adjacent to Drexel Institute and containing few substantial buildings at present, would make possible an open campus development, benefiting the institution and providing a dignified entrance into the University Area from Market Street, Pennsylvania Boulevard, and 30th Street Station. It is suggested that Drexel Institute acquire the land between its student building and 31st Street, but that the remainder of this block between Market and Ludlow Streets remain commercial.

It is proposed that the strategic area, which is now extremely blighted, between Chestnut and Walnut Streets, from 32nd to 34th Streets, between Drexel Institute and the University, be redeveloped for 8- and 13-story garden apartments. It is well located in relation to employment in the educational institutions, the Pennsylvania Railroad Office Building, and the University, Philadelphia General, and Veterans Hospitals. Improving this area would benefit both schools and create a desirable entrance into West Philadelphia from the central city section.

The residential area to the west of the University campus expansion is now in good condition and may be expected to remain so with rehabilitation and small-scale improvement as needed. But the area north of the campus requires detailed consideration.

The University proposes to acquire a strip of land to the west of 34th Street, to connect the Law School with the main campus to the south. Between this section and the modern office building on 36th Street, an excellent opportunity is provided for redevelopment



of a planned retail shopping center to serve the University. The block to the west is proposed to be rehabilitated and rebuilt for commercial use relating to the University. From 37th Street westward, it is recommended that the residential character be maintained by rehabilitation where possible and by clearance and redevelopment where required. It would appear appropriate, in an undertaking of the magnitude and character proposed, that commercial establishments fronting on the University be reduced to a reasonable minimum, and that the remaining adjacent area be developed in good residential character.

The basic pattern proposed for commercial development centers around the two stations on the Market Street Subway, with several additional centers distributed in the southern part of the Area. The block between 34th and 36th Streets, Market to Chestnut Streets, is proposed as a shopping center, as is the area on 40th Street extending from Market Street southward.

Past experience has shown that the demand for commercial space is not sufficient to utilize the entire frontage of Market Street. This has resulted in a scattering of stores and shops, interspersed with vacant structures and vacant lots, resulting in an extremely blighted condition.

After the removal of the elevated structure, it is considered desirable to develop concentrated, intensive commercial centers at specified locations, and to develop the remainder of the abutting property for garden apartments. This would benefit the general appearance of improved Market Street and the University Area. These apartment sections are planned to extend and connect with existing residential areas on Chestnut and Walnut Streets. Similar development on the north side of Market Street could appropriately accompany the University Area projects.

An excellent site for a new shopping center is offered in the triangle centrally located in relation to the University campus. It is bounded by Woodland Avenue, Spruce Street, and 36th Street. This should be developed before the dislocation of other retail activities in the vicinity.

It is recommended that the industrial uses, some of which are served by railroad sidings, east of 31st Street, remain. Also, it is proposed that the industrial development remain in the block between Market and Ludlow Streets, from 33rd to 34th Streets, although improvement of the facades facing Market Street is suggested. The existing development of light industry in the block



X  
on the south side of Walnut Street, between 41st and 42nd Streets, is proposed to remain, and similar development is proposed for the opposite block on the north side of Walnut Street.

Except for those churches in the immediate area of the University of Pennsylvania campus expansion program, the existing churches are proposed to remain. The St. Mary's Episcopal Church, now in the University Area, is planned to be moved west of 40th Street.

The Newton School, an extremely old school building, at 38th Street and Woodland Avenue, is proposed to be abandoned to make way for the 38th Street widening. Enlargement of facilities at the McKendrick School, north of Market Street, is planned to accommodate the pupils now served by the Newton School.

The Catto School, now used as a special school, is proposed to remain with an enlarged schoolyard. And the area now occupied by the Revere School, also a special school, at 36th and Chestnut Streets, is proposed to be redeveloped for residence when the school becomes obsolete.

In view of the generally adult nature of the existing population and the anticipated population, and the open character of development proposed for the new housing and campus, no parks or playgrounds are recommended for the immediate University Area; it is suggested, however, that a neighborhood park and playground be developed west of 42nd Street.



### III. PROPOSED STANDARDS OF POPULATION DENSITIES, LAND COVERAGE, AND BUILDING INTENSITIES

The proposed standards of population densities, land coverage, and building intensities for the University Area will serve as a guide for project development and rehabilitation within the Area. These standards conform to the requirements of the comprehensive general plan now being studied by the City Planning Commission, and they insure the future growth of the Redevelopment Area within the framework of the over-all City Plan.

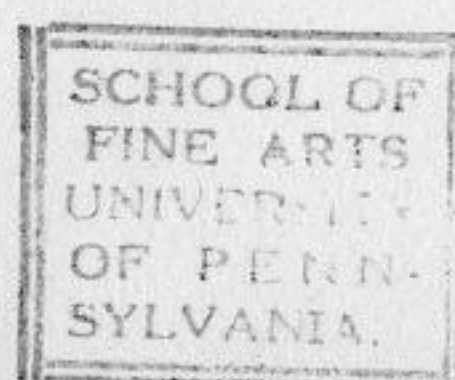
After careful consideration of the density standards recommended by the American Public Health Association, <sup>3/</sup> and of the impact of the development of large areas on various density bases in the over-all population movement within the City and the region, the Planning Commission has instituted six basic density class standards for use in redevelopment area planning.

*redevelopment area*

TABLE  
RECOMMENDED MAXIMUM STANDARDS FOR  
REDEVELOPMENT AREAS

Density Class	Net Dwelling Density (Dwelling Units Per Net Acre)	Net Building Coverage (Per Cent of Net Residential Land Built Over)	Building Intensity (Floor Area-Lot Area Ratio)
I (2- and 3-story garden apts.)	40	40	1.0
II (6-story garden apts.)	65	25	1.5
III (8-story garden apts.)	72	22	1.7
IV (10-story garden apts.)	78	19	1.9
V (13-story garden apts.)	85	17	2.2
VI (Rehabilitation)	60	50	1.5

<sup>3/</sup> "Planning the Neighborhood" by the American Public Health Association, Committee on the Hygiene of Housing, 1948.





For typical areas of normal family composition, Class I type of development is desirable.

For areas in which the child population is anticipated to be low, Classes II, III, or IV type of development is recommended.

Class V category is suggested only in special cases where particular local considerations make it appropriate.

Class VI type of development is applicable where existing structures lend themselves to rehabilitation.

In view of the characteristic family composition, Class III development is recommended for the greater part of the University Area. On the basis of special consideration, a Class IV garden-apartment group is proposed for the area between Chestnut and Walnut Streets, from 32nd to 34th Streets. Because of its proximity to major centers of employment - the two educational institutions, the University, Philadelphia General, and Veterans Hospitals, the Pennsylvania Railroad Office Building, and the city center - it is believed that many single persons will seek apartments here and that a comparatively small part of the demand will arise from families with children.

At present, the Area is inhabited predominantly by small families. Of all the households in the Area, 82 per cent are composed of only one, two, or three persons, while 65 per cent of the total households are composed of one- and two-person families. This Area has the largest proportion of small families of any redevelopment area studied.

TABLE 2

SIZE OF HOUSEHOLDS IN UNIVERSITY AREA - 1948

<u>Number of Persons in Household</u>	<u>Number of Families</u>	<u>Per cent of Total Families</u>	<u>Cumulative Percentage</u>
1	1,250	21.5	21.5
2	2,565	43.8	65.3
3	975	16.7	82.0
4	505	8.6	90.6
5	200	3.4	94.0
6 and over	355	6.0	100.0
Total	5,850	100.0	

Source: Philadelphia Housing Quality Survey of 1948.



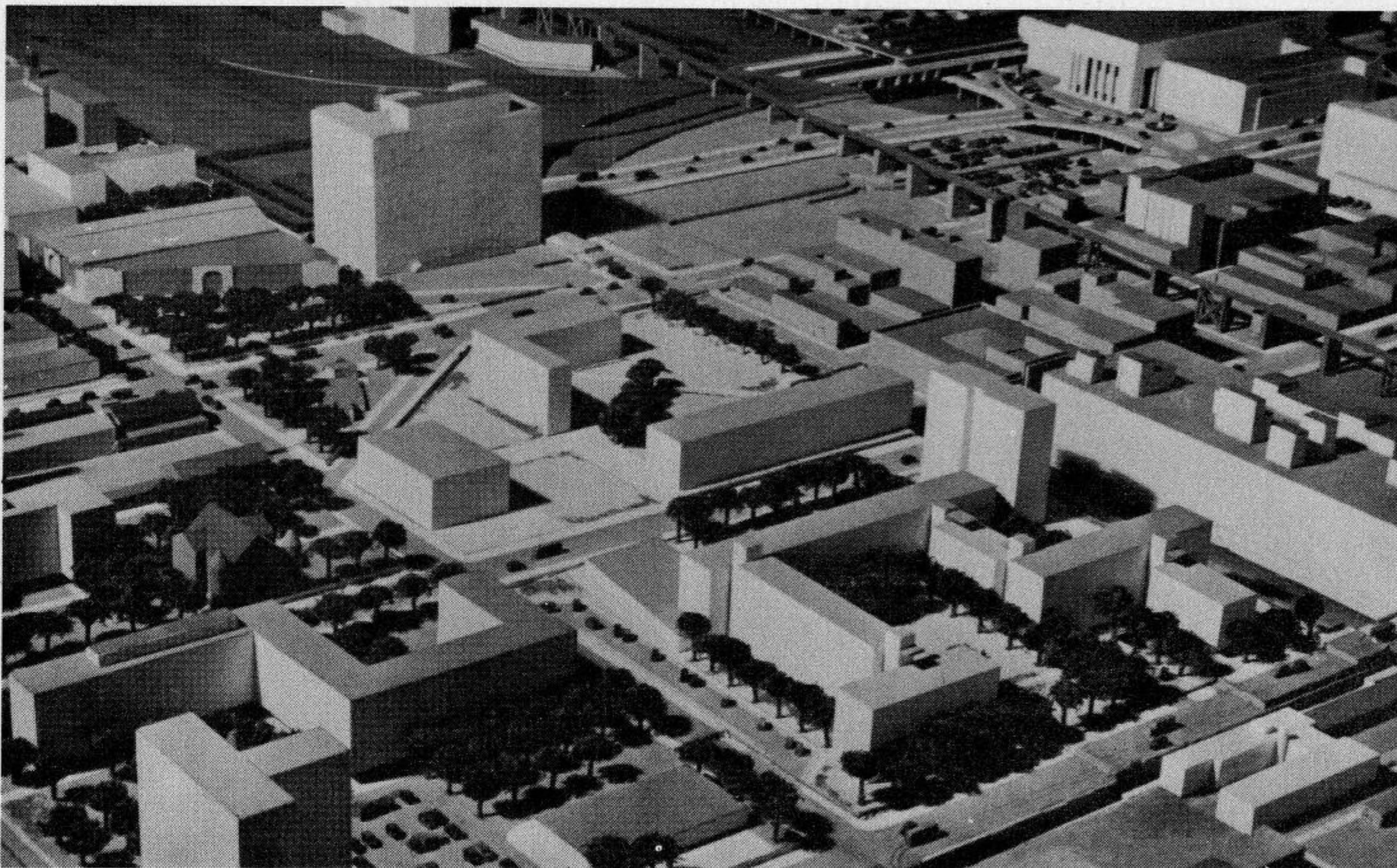
## IV. PRELIMINARY SITE PLAN

The proposed site plan within the area of the University of Pennsylvania expansion is shown as recommended by the University. It includes academic buildings, dormitories, fraternities, and faculty housing.

The site plan indicated for the expansion of Drexel Institute of Technology is intended to show the type of open development suggested and should relate in design to the site plan of the garden apartments opposite the school.

The site plans for the housing developments consist predominantly of 8-story buildings, with towers of 10 stories accenting the composition. In the area between Chestnut and Walnut Streets, from 32nd to 34th Streets, these towers are 13 stories in height. Commercial facilities are proposed to be incorporated in this group. Sufficient unity of site planning is suggested in the new projects to achieve a harmonious character in the Area.

It is recommended that off-street parking be developed in the new commercial areas.



MODEL OF A PORTION OF THE PROPOSED REDEVELOPMENT OF THE UNIVERSITY AREA  
The Pennsylvania Railroad 30th Street Station is in the upper right-hand corner. The proposed Drexel Institute of Technology Campus Expansion at 32nd and Chestnut Streets and proposed multi-story residential development south of it are shown.



## V. PROPOSED ZONING CHANGES

The existing zoning pattern of the University Area contains about 75 per cent as much commercially zoned land as it does residentially zoned land. The residential zoning exists in two sections: one section is Walnut Street to Woodland Avenue, 37th to 42nd Streets; and the other section is the "F" Residential University of Pennsylvania area. Residential zoning covers approximately 125 acres.

Practically all of the commercial zoning exists north of Walnut Street, between 32nd and 42nd Streets. It covers about 90 acres.

The industrially zoned areas amount to about 50 acres in the vicinity of the Schuylkill River.

The amount of commercially zoned land is excessive at the present time. It is recommended that the extent of the commercial zoning be reduced in order to eliminate many of the unoccupied stores, to prevent encroachment of commercial uses in residential sections, and to stimulate healthy business activity in the Area.

"A" Commercial zoning is recommended for all newly constructed commercial areas.

The University of Pennsylvania and Drexel Institute of Technology, as well as the garden apartments, are proposed to be zoned "F" Residential, pending inclusion of proper provision for garden apartments in the Philadelphia Zoning Ordinance.

The proposed zoning pattern established the recommended land uses described previously. It provides the following:

Residential Zoning - 180 acres (including University of Pennsylvania as "F" Residential)

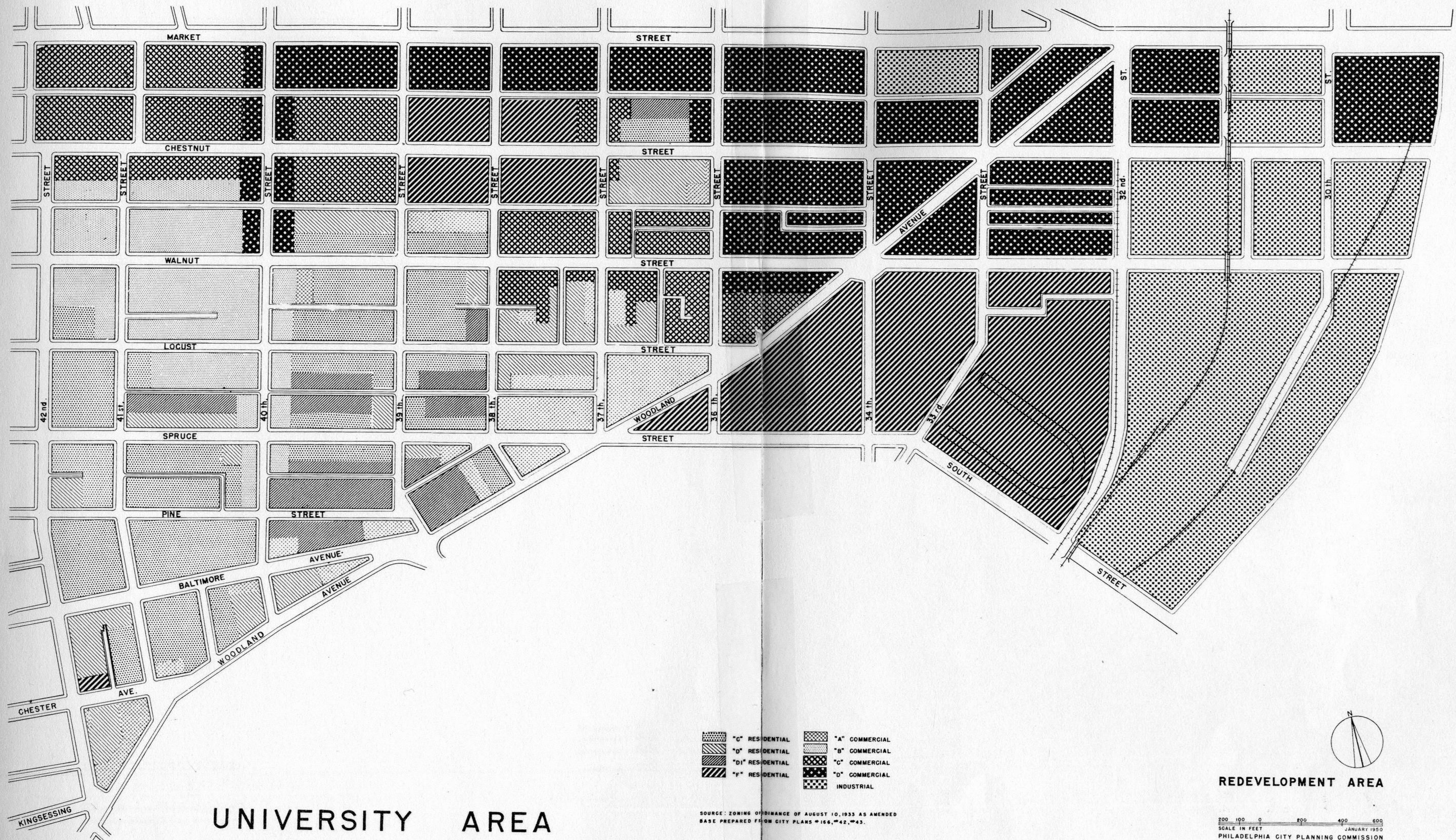
Commercial Zoning - 35 acres

Industrial Zoning - 50 acres

MAP 4 - EXISTING ZONING

MAP 5 - PROPOSED ZONING CHANGES

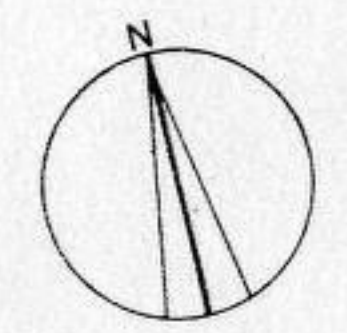




UNIVERSITY AREA

	"C" RESIDENTIAL		"A" COMMERCIAL
	"D" RESIDENTIAL		"B" COMMERCIAL
	"D1" RESIDENTIAL		"C" COMMERCIAL
	"F" RESIDENTIAL		"D" COMMERCIAL
			INDUSTRIAL

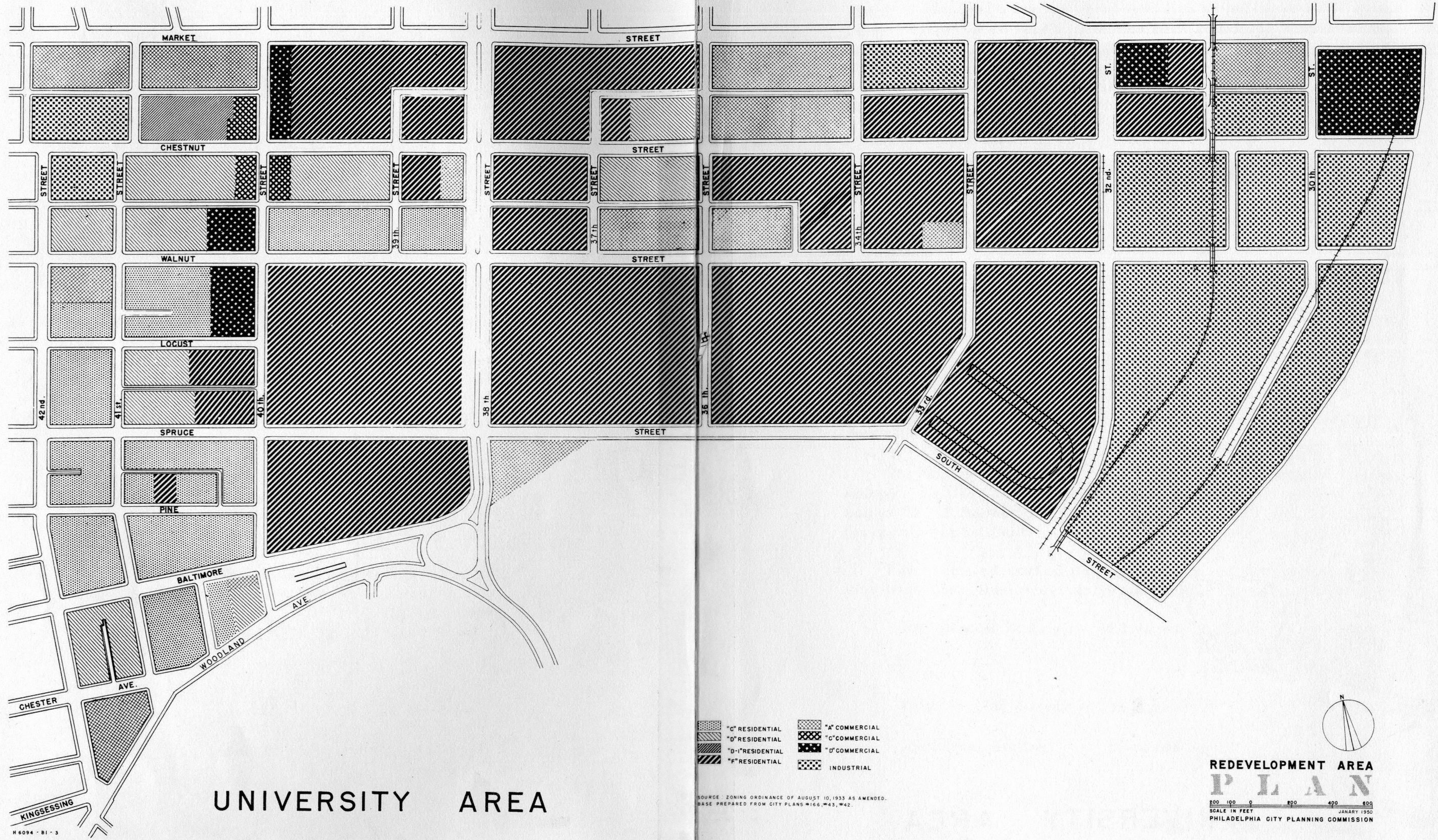
SOURCE: ZONING ORDINANCE OF AUGUST 10, 1933 AS AMENDED  
 BASE PREPARED FROM CITY PLANS #166, #42, #43.



REDEVELOPMENT AREA

SCALE IN FEET  
 PHILADELPHIA CITY PLANNING COMMISSION





H 6094 - B1 - 3

UNIVERSITY AREA

- "C" RESIDENTIAL
- "D" RESIDENTIAL
- "F" RESIDENTIAL
- "A" COMMERCIAL
- "C" COMMERCIAL
- "D" COMMERCIAL
- INDUSTRIAL

SOURCE: ZONING ORDINANCE OF AUGUST 10, 1933 AS AMENDED.  
BASE PREPARED FROM CITY PLANS #166, #43, #42.

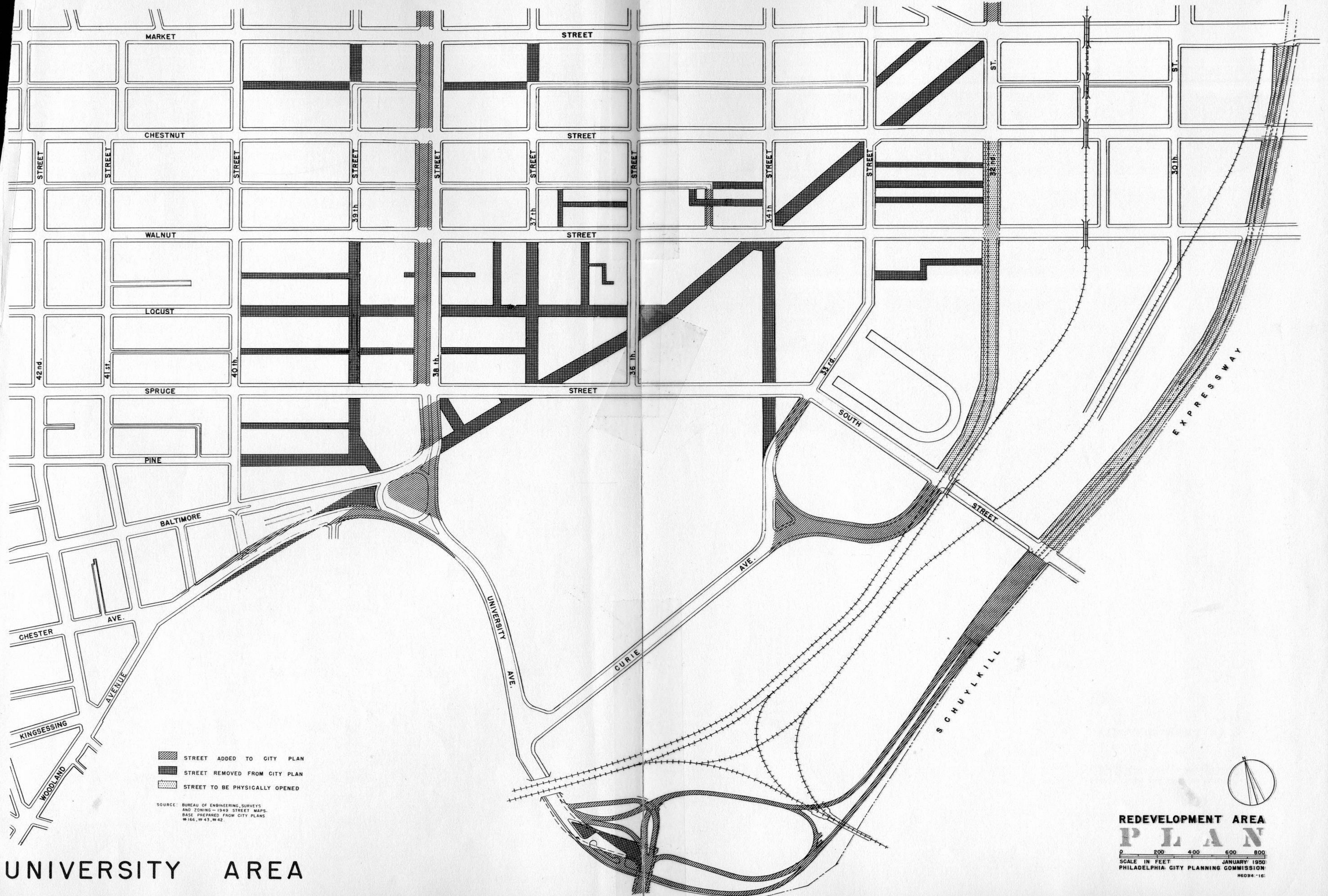
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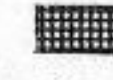
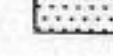
**REDEVELOPMENT AREA  
PLAN**

SCALE IN FEET  
0 100 200 400 800  
JANUARY 1950  
PHILADELPHIA CITY PLANNING COMMISSION

H 6094 - 15





-  STREET ADDED TO CITY PLAN
-  STREET REMOVED FROM CITY PLAN
-  STREET TO BE PHYSICALLY OPENED

SOURCE: BUREAU OF ENGINEERING, SURVEYS  
AND ZONING - 1949 STREET MAPS.  
BASE PREPARED FROM CITY PLANS  
#166, #143, #142

**UNIVERSITY AREA**

**REDEVELOPMENT AREA**  
**PLAN**  
SCALE IN FEET 0 200 400 600 800  
JANUARY 1950  
PHILADELPHIA CITY PLANNING COMMISSION  
H6094-16



## VI. PROPOSED CHANGES IN STREET LAYOUT

There are four major street changes recommended for the University Area: (1) the widening of 38th Street, from University Avenue to Market Street, from a 60-foot right-of-way to a 150-foot right-of-way; (2) the striking from the City Plan of Woodland Avenue, from 38th Street to Market Street; (3) the development of 32nd Street, connecting with the Pennsylvania Boulevard at Market Street, extending south over the Pennsylvania Railroad to South Street, and continuing to join Curie Avenue in the vicinity of Convention Hall; and the striking from the City Plan of 34th Street, from Walnut to Spruce Streets.

In addition, the Schuylkill Expressway is planned to pass through the area adjacent to the Schuylkill River, with ramp connections to Chestnut Street, Walnut Street, and South Street, and with an interchange at University Avenue.

The 38th Street project is a necessary distributor for traffic on Woodland, Baltimore, Chester, and University Avenues. It will replace the facilities now offered by the north-south streets proposed to be closed for the University campus.

The closing of Woodland Avenue is highly desirable for two reasons. From the traffic viewpoint, the long diagonal crossings of the heavily traveled east-west streets at six-point intersections cause serious traffic delays, necessitate complicated, multiphase traffic control, and create problems for pedestrians. From the point of view of adjacent land use, the bisecting of blocks into two triangular plots creates serious development problems. The closing of Woodland Avenue would permit development of the Drexel Institute campus and an apartment unit to the south and would remove a noisy and dangerous element from the University campus.

It should be possible to close the portion of Woodland Avenue, from Market to Chestnut Streets, after 32nd Street is physically opened, between Walnut and Chestnut Streets, and upon completion of the Subway streetcars from the Market Street Subway to 40th Street and Woodland Avenue.

Completion of the Schuylkill Expressway, the 32nd Street expansion, and the 38th Street widening will offer facilities more than ample for the traffic which might use Woodland Avenue. Completion of any one of these facilities will probably make the recommended closing of Woodland Avenue possible.



The closing of 34th Street, from Walnut to Spruce Streets, should be done after the physical opening of: 32nd Street from Chestnut Street to Curie Avenue; 33rd Street (on a diagonal) from Spruce Street to 34th Street; and the Schuylkill Expressway from Market Street to South Street.

Minor changes proposed for the University Area would require the strikings from the City Plan of small streets and certain through streets, to allow for the development of new buildings and open spaces for the University of Pennsylvania, Drexel Institute of Technology, and new appropriate residential units.







## VII. PROPOSED CHANGES IN TRANSIT LINES

The improvement of the present transit system in the University Area focuses on three major features or aspects: first, the Market Street Elevated structure, second, the streetcar routes on Market Street; and third, the streetcar routes on Woodland Avenue.

The Market Street Elevated structure is to be removed when the subway in Market Street is completed.

The streetcar routes on Market Street are recommended for removal, relocation, or conversion to bus service, as indicated below:

1. Route 30, running one way west on Market Street between 40th and 41st Streets, should be permanently relocated on Filbert Street where it has been routed temporarily or converted to bus service.
2. Route 40, running one way west on Market Street between 38th and 40th Streets, should be permanently relocated on Filbert Street where it has been routed temporarily.
3. Route 31, a subway-surface route running east and west on Market Street except between 32nd and 34th Streets, should be converted to bus service running east and west on Market Street, and onto Pennsylvania Boulevard at the 30th Street Station.
4. Route 38, a subway-surface route running east and west on Market Street and Lancaster Avenue and north and south on 33rd Street, should be converted to bus service running north and south on 33rd Street above Market Street and east and west on Market Street, and onto Pennsylvania Boulevard at the 30th Street Station.
5. Route 10, a subway-surface route running east and west on Market Street and Lancaster Avenue, should continue as a subway-surface route, running north and south on 36th Street from the new subway-surface portal about to be placed in operation at that point.



The streetcar routes on Woodland Avenue are recommended for relocation, as indicated below:

1. Routes 11 and 37, subway-surface routes running east and west on Woodland Avenue, and Route 34, a subway-surface route running east and west on Baltimore and Woodland Avenues, should be routed through the proposed subway-surface portal at 40th Street between Baltimore and Woodland Avenues.
2. Route 13, a surface route running both ways on Chester and Woodland Avenues and Chestnut and Walnut Streets, should be relocated, between Chester Avenue and Chestnut and Walnut Streets, on 42nd, Spruce, and 33rd Streets.
3. Route 42, running east on Spruce, 33rd and Chestnut Streets and west on Walnut Street, Woodland Avenue, and Spruce Street, should be relocated to the extent of removing its west-bound route from Woodland Avenue to 33rd and Spruce Streets.

Bus Routes 14 and D should continue to run as at present.

Map 7 illustrates the proposed transit pattern for the Area.



## VIII. REHOUSING OF DISPLACED PERSONS

There were 5,850 dwelling units in the University Area, according to a survey in 1948. <sup>4/</sup> If the proposed site plan is effectuated, it would provide approximately 5,433 dwelling units - a net decrease of seven per cent (417 dwelling units).

In the University of Pennsylvania expansion program, 1,450 dwelling units will have to be demolished. This reduction will be balanced in part by the construction of 500 dwelling units in a proposed faculty housing project. The Drexel Institute expansion involves the demolition of 100 dwelling units. In addition, there will be 1,486 units demolished in other sections of the University Area to permit street changes and residential, commercial, and industrial improvements.

The garden-apartment developments will produce new housing accommodations which will be necessary for the University and Drexel Institute expansion programs. Families of low income will have to be accommodated in other sections of the City where new public housing will be developed.

Number of dwelling units in 1948 .....	5,850	
Number of existing dwelling units to be demolished:		
For proposed apartment development ..	559	
For proposed commercial development.	616	
For proposed industrial development ..	45	
For proposed U. of P. expansion .....	1,450	
For proposed Drexel Inst. expansion...	100	
For proposed widening of 38th Street (north of Walnut Street) .....	200	
For proposed subway-surface portal at 40th Street .....	66	3,036
<hr/> Number of existing dwelling units to remain		2,814
Number of dwelling units proposed in ultimate plan:		
Existing dwelling units to remain .....	2,814	
Dwelling units in new apartment developments ..	2,119	
Dwelling units in U. of P. faculty housing development .....	500	
	<hr/> TOTAL	5,433
 Number of dwelling units in 1948 .....		5,850
Number of dwelling units proposed in ultimate plan .....		5,433
<hr/> Net Decrease in Dwelling Units .....		417

<sup>4/</sup> Philadelphia Housing Quality Survey of 1948.



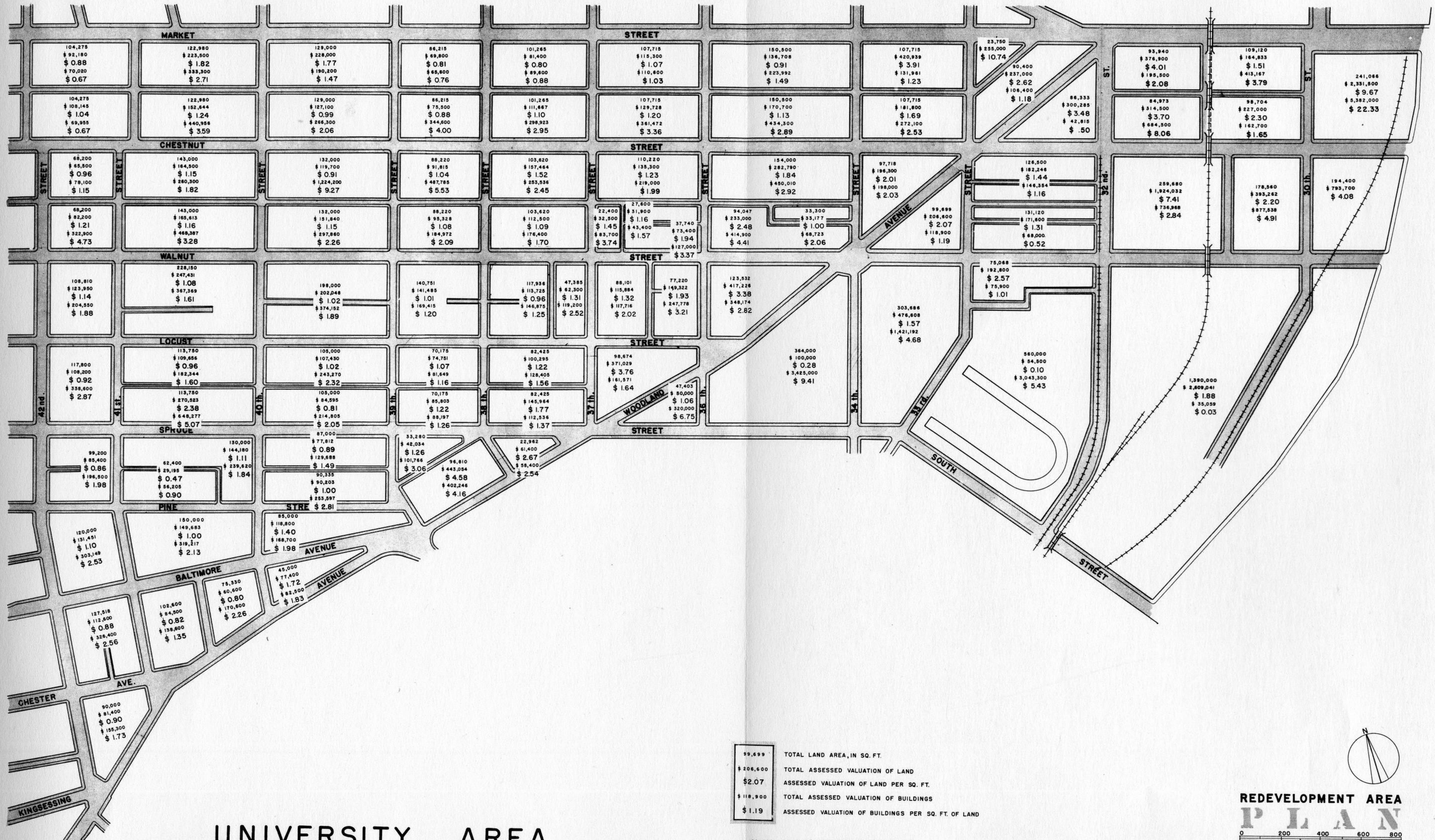
TABLE 3

## NET CHANGE IN DWELLING UNITS

Area	Net Acres	Existing Dwelling Units to be Demolished	Proposed Dwelling Units Per Net Acre	Number of Proposed Dwelling Units	Net Change in Dwelling Units	
A	52.0	1,450	--	500	- 950	University of Pennsylvania
B	5.8	100	--	--	- 100	Drexel Inst. of Technology
C	6.3	180	70	461	281	Garden Apartments
D	5.0	125	70	350	225	" "
E	2.5	5	60	150	145	" "
F	7.0	120	60	420	300	" "
G	3.7	49	60	222	173	" "
H	7.1	70	60	426	356	" "
I	1.5	10	60	90	80	" "
J	0.4	--	--	--	--	School Area
K	3.5	95	--	--	- 95	Commercial Reconstruction
L	3.7	70	--	--	- 70	" "
M	3.5	105	--	--	- 105	" "
N	1.2	65	--	--	- 65	" "
O	2.7	75	--	--	- 75	" "
P	1.8	40	--	--	- 40	" "
Q	2.0	100	--	--	- 100	" "
R	2.1	66	--	--	- 66	" "
S	--	200	--	--	- 200	Widening 38th Street
T	--	66	--	--	- 66	Portal 40th Street
U	2.4	45	--	--	- 45	Industrial Area
		3,036		2,619	- 417	



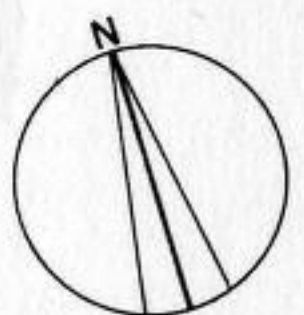




# UNIVERSITY AREA

99,699	TOTAL LAND AREA, IN SQ. FT.
\$206,600	TOTAL ASSESSED VALUATION OF LAND
\$2.07	ASSESSED VALUATION OF LAND PER SQ. FT.
\$118,900	TOTAL ASSESSED VALUATION OF BUILDINGS
\$1.19	ASSESSED VALUATION OF BUILDINGS PER SQ. FT. OF LAND

SOURCE: ASSESSORS' BOOKS, BOARD OF REVISION OF TAXES.  
 BASE PREPARED FROM CITY PLANS #116, #43, #42.

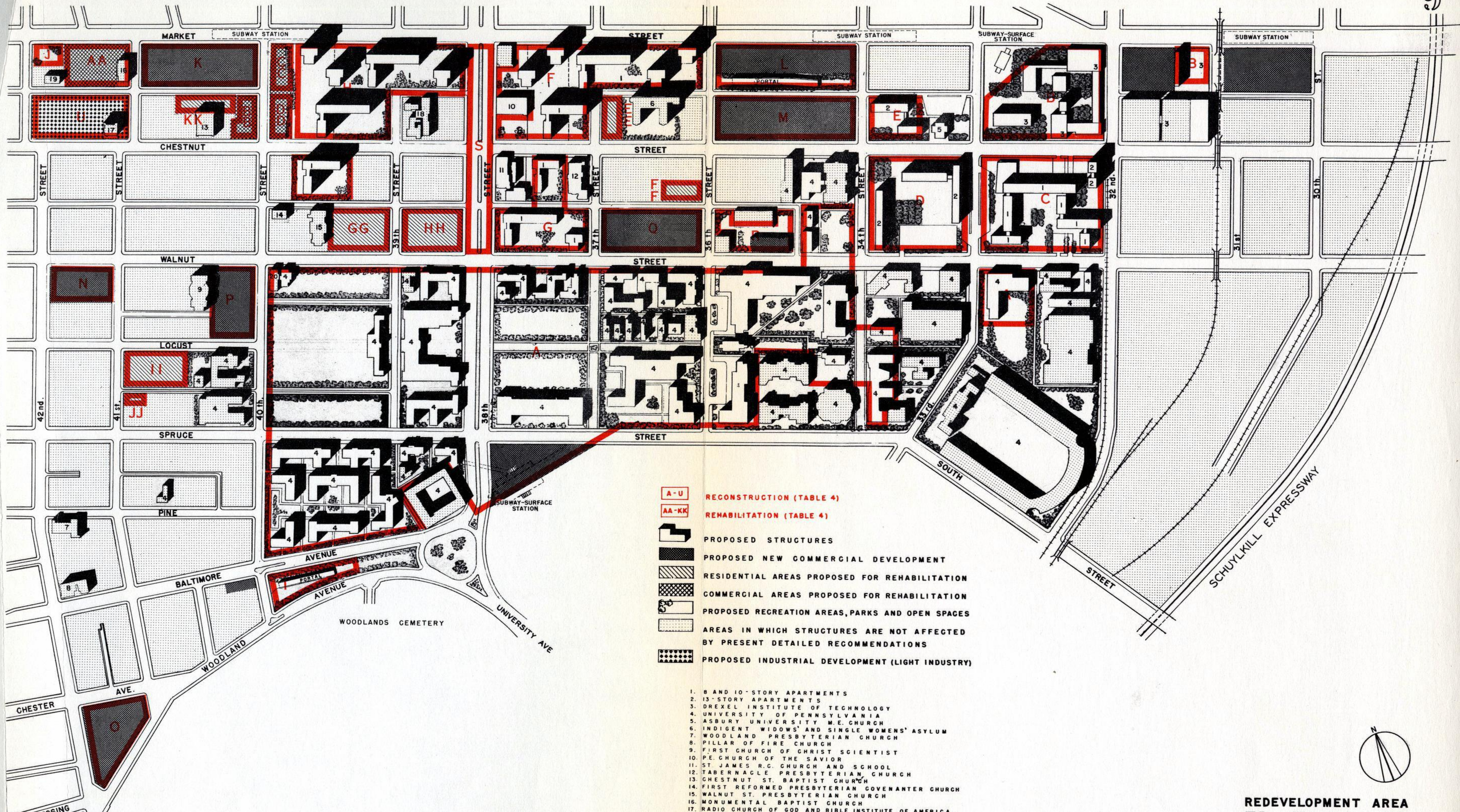


**REDEVELOPMENT AREA**  
**PLAN**  
 0 200 400 600 800  
 SCALE IN FEET JANUARY 1950  
 PHILADELPHIA CITY PLANNING COMMISSION



# REDEVELOPMENT AREAS

MAP 9



## UNIVERSITY AREA

- A-U RECONSTRUCTION (TABLE 4)
- AA-KK REHABILITATION (TABLE 4)
- PROPOSED STRUCTURES
- PROPOSED NEW COMMERCIAL DEVELOPMENT
- RESIDENTIAL AREAS PROPOSED FOR REHABILITATION
- COMMERCIAL AREAS PROPOSED FOR REHABILITATION
- PROPOSED RECREATION AREAS, PARKS AND OPEN SPACES
- AREAS IN WHICH STRUCTURES ARE NOT AFFECTED BY PRESENT DETAILED RECOMMENDATIONS
- PROPOSED INDUSTRIAL DEVELOPMENT (LIGHT INDUSTRY)

1. 8 AND 10-STORY APARTMENTS
2. 13-STORY APARTMENTS
3. DREXEL INSTITUTE OF TECHNOLOGY
4. UNIVERSITY OF PENNSYLVANIA
5. ASBURY UNIVERSITY M.E. CHURCH
6. INDIGENT WIDOWS' AND SINGLE WOMENS' ASYLUM
7. WOODLAND PRESBYTERIAN CHURCH
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17. RADIO CHURCH OF GOD AND BIBLE INSTITUTE OF AMERICA
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19. CATTO PUBLIC SCHOOL
20. FREE LIBRARY OF PHILADELPHIA

SOURCE: BUREAU OF ENGINEERING, SURVEYS AND ZONING, LAND USE MAPS - 1945; SANBORN MAPS - VOLUME 15, UNIVERSITY OF PENNSYLVANIA PLAN OF DEVELOPMENT. BASE PREPARED FROM CITY PLANS #42, #43, #166.

**REDEVELOPMENT AREA**  
**PLAN**  
 SCALE IN FEET 0 200 400 600 800  
 JANUARY 1950  
 PHILADELPHIA CITY PLANNING COMMISSION  
 H6094-15



## IX. ESTIMATED COST OF ACQUISITION

Map 8 shows the total 1949 assessed valuation of the buildings and land in each block of the University Area. This furnishes a rough basis for estimating the cost of acquisition of the various areas. Since market conditions will vary before many of the projects are executed, it would be worthless to attempt detailed appraisals at this time.

Current information indicates that sales prices in this section of the City average approximately 150 per cent of the assessed valuation. When clearance occurs, the costs of demolition will also be a factor in the total cost of preparing the site for redevelopment. This is estimated at \$100 per floor for residential structures. For non-residential structures, a figure of \$100 per 300 square feet of floor area is used. No attempt has been made to compute costs of utility relocation or extension.

Applying the factors described above, the total estimated cost of land acquisition and demolition of all areas proposed for redevelopment is approximately \$18,552,558. This may be broken down as follows:

Reconstruction areas	\$ 16,710,608
Rehabilitation areas	\$ 1,786,300
School area acquisition	\$ 55,650
	<hr/>
TOTAL	\$ 18,552,558

The areas resold to private developers would, in some cases, require public subsidy only to cover the difference between the cost of acquisition and the fair value of the areas for the use specified in the redevelopment area plan.

Table 4 and Map 9 present the acquisition and demolition costs by project areas.



TABLE 4

**ASSESSED VALUATION AND ACQUISITION COST OF REDEVELOPMENT AREAS**

Type of Area and Location (Map 8)	Number of Square Feet	1949 Assessed Valuation	Estimated Total Acquisition Cost incl. Demolition	Remarks
<b>Reconstruction</b>				
A	<u>2,265,000</u>	<u>\$ 3,263,675</u> <sup>1/</sup>	<u>\$ 5,582,633</u> <sup>1/</sup>	Univ. of Penna.
B	<u>222,733</u>	<u>\$ 387,000</u> <sup>2/</sup>	<u>\$ 600,000</u> <sup>2/</sup>	Drexel Institute
C	286,270*	\$ 546,300	\$ 849,850	Garden Apts.
D	243,915*	719,800	1,129,000	" "
E	17,168	295,300	463,650	" "
F	266,190*	624,300	1,003,450	" "
G	157,440*	373,000	588,900	" "
H	304,176*	629,400	1,006,880	" "
I	64,900	87,100	134,620	" "
	<u>1,340,059</u>	<u>\$ 3,275,200</u>	<u>\$ 5,176,350</u>	
J	<u>16,500</u>	<u>\$ 35,100</u>	<u>\$ 55,650</u>	School Area
K	122,408	\$ 556,800	\$ 885,200	Commercial
L	149,800	318,200	582,645	"
M	149,800	605,000	983,800	"
N	56,650	133,600	213,000	"
O	88,753	236,700	391,080	"
P	70,180	164,700	269,700	"
Q	110,000*	391,900	628,350	"
R	91,300*	190,100	291,050	"
	<u>838,891</u>	<u>\$ 2,597,000</u>	<u>\$ 4,244,825</u>	
S	<u>81,990</u>	<u>\$ 361,200</u>	<u>\$ 579,000</u>	Widening of 38th St.
T	<u>50,895</u>	<u>\$ 159,900</u>	<u>\$ 244,850</u>	Portal at 40th St.
U	103,790	\$ 177,300	\$ 282,950	Industrial
<b>Rehabilitation</b>				
AA	67,250	\$ 121,000	\$ 178,450	Commercial
BB	24,400	111,700	167,550	"
CC	25,800	140,700	211,050	"
DD	25,800	69,000	103,500	"
	<u>143,250</u>	<u>\$ 442,400</u>	<u>\$ 660,550</u>	

(continued)



TABLE 4 (continued)

Type of Area and Location (Map 8)	Number of Square Feet	1949 Assessed Valuation	Estimated Total Acquisition Cost incl. Demolition	Remarks
Rehabilitation (cont'd)				
EE	18,960	\$ 58,800	\$ 88,200	Residential
FF	20,825	64,200	96,300	"
GG	65,120	233,600	350,400	"
HH	66,015	198,350	298,350	"
II	51,625	125,800	188,700	"
JJ	9,750	28,000	42,000	"
KK	21,000	41,200	61,800	"
	<u>253,295</u>	<u>\$ 749,950</u>	<u>\$ 1,125,750</u>	
<u>Summary</u>				
Reconstruction:				
Univ. of Penna.	2,265,000	\$ 3,263,675	\$ 5,582,633	
Drexel Institute	222,733	387,000	600,000	
Garden Apts.	1,340,059	3,275,200	5,176,350	
Commercial	838,891	2,597,000	4,244,825	
Industrial	103,790	177,300	282,950	
Widening of 38th St.	81,990	361,200	579,000	
Portal at 40th St.	50,895	159,900	244,850	
Rehabilitation:				
Residential	253,295	749,950	1,125,750	
Commercial	143,250	442,400	660,550	
School Area:	<u>16,500</u>	<u>35,100</u>	<u>55,650</u>	
TOTALS.....	5,265,503	\$ 11,448,725	\$ 18,552,558	

1/ Area includes property owned by U. of P. ; estimated cost excludes property already owned by U. of P.

2/ Area includes property owned by D. I. T. ; estimated cost excludes property owned by Drexel.

\* Area includes streets.



## X. PROPOSED CONTROLS

The Urban Redevelopment Law requires in Section 10C-9 that the City Planning Commission shall make "a statement of such continuing controls as may be deemed necessary to effectuate the purposes of this act." To this end, the following controls are recommended.

### OBJECTIVES OF CONTROLS

1. The creation of desirable living and working environment in all sections of the City.
2. The promotion of unified developments, properly planned and related to the over-all planning of the City.
3. The recognition and performance of the obligations which those who benefit by public action in redevelopment owe the City.
4. The protection of the City's ability to meet future planning needs in a manner that will be less costly, legally less difficult, and less time-consuming than is necessary at present.
5. The establishment of continuing controls for redevelopment projects which will assure proper maintenance of the properties, protect them against rapid physical and social deterioration, and avoid recurrence of conditions which made condemnation necessary.

### REGULATIONS

#### Area

1. Every building or structure shall at every level be distant from every other building or structure on the same property a horizontal distance not less than the maximum total height of such level above the average ground elevation between the buildings.



### Structure

1. The Redevelopment Authority shall establish the physical standards for housing which will govern room sizes, dwelling arrangements, exit requirements, lot coverage, and spacing of buildings.
2. It is suggested that these physical standards be similar to those of the American Public Health Association. The City Planning Commission will be glad to consult with the Redevelopment Authority in the establishment of standards.

### Occupancy

1. The Redevelopment Authority shall establish standards of room and dwelling occupancy similar to those provided by the Philadelphia Housing Authority.
2. When project plans are presented, the Redevelopment Authority shall determine the number of persons and family composition to be housed in each dwelling unit on the plans.
3. These limitations shall be included in the contract with the redeveloper.

### Outdoor Space

1. In many cases, outdoor space should be unified in projects and be available for the enjoyment of the occupants of all buildings. If, in a project of this sort, it should be deemed advisable to leave any existing parcels in possession of the present owners rather than to condemn them, such owners shall agree to regulations assuring proper maintenance of their properties and the availability of their unbuilt area to the entire project.

### Rentals

Whenever public condemnation or subsidy is involved in the execution of a project, the contract with the Redevelopment Authority should provide:

1. Maximum rentals for each dwelling unit agreed to in advance and included in the contract.



2. No increase in rentals without consent of the Redevelopment Authority.

### Management

1. The Redevelopment Authority should establish standards as to what constitutes adequate maintenance, and all parties must agree to conform to these requirements.
2. All redevelopment contracts should contain provisions:
  - a. For permissive periodic inspection of the property by the Redevelopment Authority, to assure them that the property is being properly maintained.
  - b. In case of failure to maintain the property, for the right of the Authority to do such work as may be necessary to restore the property to satisfactory condition, charging the cost of the work to the owner.
  - c. In cases of flagrant neglect of the property, for the taking of the property and resale to others.
  - d. In the case of separate owners, mentioned above, an agreement to periodic inspection by the Redevelopment Authority to determine whether maintenance is adequate. Methods of enforcement must also be devised.

### Resale of Properties

1. Resale of portions of the project should not be permitted without consent of the Redevelopment Authority, supplemented by an ordinance of the City Council.
2. All restrictions and regulations in the original contract with the Redevelopment Authority shall run with the land in case of resale.
3. Adequate assurance of the continued good management and maintenance shall be provided if the property is resold.



## Reversionary Clause

Where redevelopers have received a benefit through exercise of public power of condemnation and in some cases have enjoyed a subsidy, they shall be required to agree to the permissive recapture of the project by the Redevelopment Authority under certain conditions:

1. If there is evidence of gross neglect or mismanagement. This must be defined in the redevelopment contract.
2. If, at some future date, changed conditions or physical depreciation make the project obsolete or require reuse of the area. However, in order to assure redevelopers of an adequate minimum period of undisturbed tenure, recapture in such cases shall not be permissible during the first 50 years of a reconstruction project, and the Redevelopment Authority shall give to the owners five years' written notice of its intention to recapture.
3. Any reversionary clause shall provide that the price to be paid by the Authority shall be the sum of:
  - a. The price paid to the Authority for the land.
  - b. The then current replacement cost of structures, less depreciation at a rate per annum previously agreed upon.



## CONCLUSIONS AND RECOMMENDATIONS FOR ACTION

The plan submitted by the Philadelphia City Planning Commission for the University Area is a long-range proposal. It recognizes the fact that the residential and commercial developments, as well as the expansion programs of the University of Pennsylvania and Drexel Institute, will require many years to be realized. With this report as a guide, the eventual development of the University Area into an effective and desirable unit of the City's general plan will be possible.

### Recommendations for Priority of Action

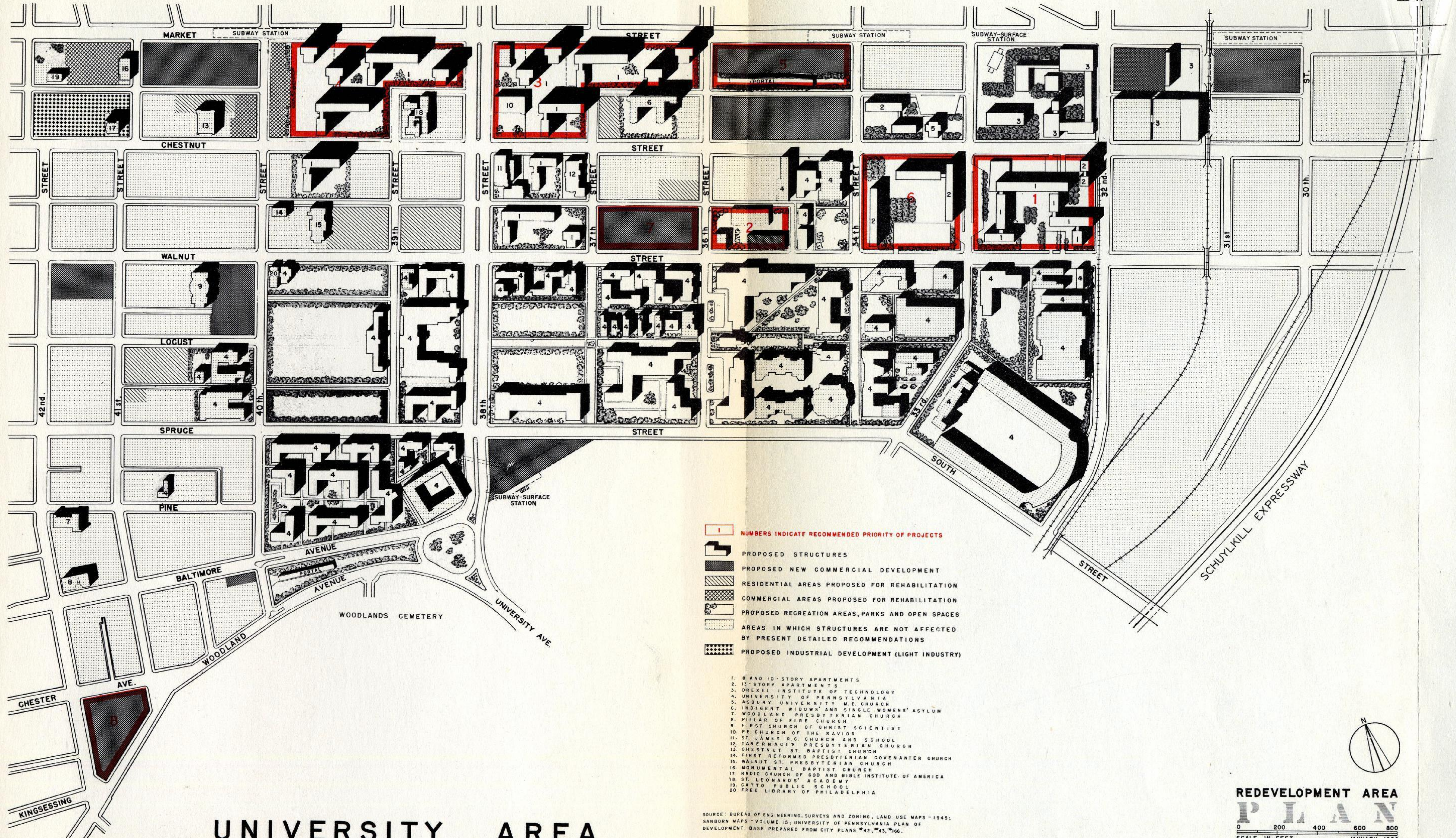
The priority of action on the various projects can be stated as follows:

1. Development of a large garden-apartment unit in the area bounded by Walnut and Chestnut Streets, from 32nd to 33rd Streets.
2. Commercial reconstruction between Walnut and Sansom Streets, east of 36th Street.
3. Development of garden apartments between Market and Chestnut Streets, from 36th to 38th Streets.
4. Construction of garden apartments between Walnut and Chestnut Streets, from 38th to 40th Streets.
5. Building of a modern shopping center with off-street parking between Market and Ludlow Streets, from 34th to 36th Streets.
6. Development of garden apartments between Walnut and Chestnut Streets, from 33rd to 34th Streets.
7. Development of a commercial area between Walnut and Sansom Streets, from 36th to 37th Streets.
8. Development of the tract bounded by Chester Avenue, Woodland Avenue, 41st, and 42nd Streets into a parking area for subway-surface passengers. This may be accomplished with either public or private funds.





# PROJECT PROGRAMS



- 1 NUMBERS INDICATE RECOMMENDED PRIORITY OF PROJECTS
- PROPOSED STRUCTURES
- PROPOSED NEW COMMERCIAL DEVELOPMENT
- RESIDENTIAL AREAS PROPOSED FOR REHABILITATION
- COMMERCIAL AREAS PROPOSED FOR REHABILITATION
- PROPOSED RECREATION AREAS, PARKS AND OPEN SPACES
- AREAS IN WHICH STRUCTURES ARE NOT AFFECTED BY PRESENT DETAILED RECOMMENDATIONS
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1. 8 AND 10-STORY APARTMENTS
2. 13-STORY APARTMENTS
3. OXEL INSTITUTE OF TECHNOLOGY
4. UNIVERSITY OF PENNSYLVANIA
5. ASBURY UNIVERSITY M.E. CHURCH
6. INDIAN WIDOWS' AND SINGLE WOMENS' ASYLUM
7. WOODLAND PRESBYTERIAN CHURCH
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## UNIVERSITY AREA

REDEVELOPMENT AREA  
**PLAN**  
 0 200 400 600 800  
 SCALE IN FEET  
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 PHILADELPHIA CITY PLANNING COMMISSION